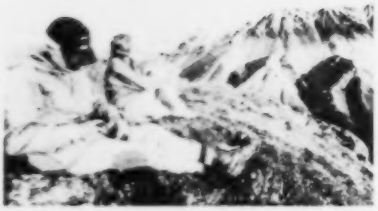
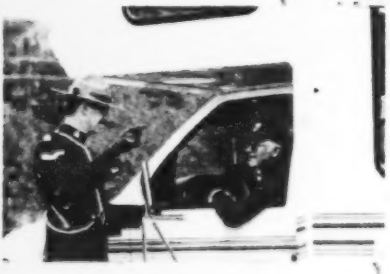
2004
YUKON VISITOR
EXIT SURVEY





PRELIMINARY RESULTS **APRIL 2005**

2004 Visitor Exit Survey

During the summer of 2004, a major survey of tourists was undertaken by the Yukon Bureau of Statistics for the Department of Tourism and Culture. Comparable surveys were run in 1987, 1994 and 1999.

Highlights of the 2004 survey (**June 1st to September 30th**):

- 251,704 visitors came to the Yukon in 2004, an increase of 8% or 18,938 compared with 1999. The largest increase was in visitors from the United States, which increased 14% compared with 1999.

- On average, there were 2.3 visitors in each group or party that came to the Yukon in 2004. In 1999, there were 2.4 visitors in each group or party. The average party size in 2004 for visitors from the United States was 2.5, for visitors from Canada it was 1.8 and the average party size was 2.0 for groups from other countries.

- The United States accounted for 77% of all visitors, Canada accounted for 14% and visitors from other countries accounted for 9% of all visitors in 2004. The number of visitors from U.S.A. in 2004 increased by 23,852, or 14%, compared to 1999. Canadian visitors in 2004 increased by 1,841, or 5%, over 1999. Visitors in 2004 from other countries decreased by 4,493, or 17% compared to 1999.

- Visitors from the United States accounted for 51% of all spending by visitors while Canadian visitors accounted for 29%. Visitors from other countries accounted for 20% of visitor spending in 2004. In 1999, visitors from the United States accounted for 52% of all spending by visitors. Canadian visitors accounted for 27% while visitors from other countries accounted for 21% of total spending in 1999.

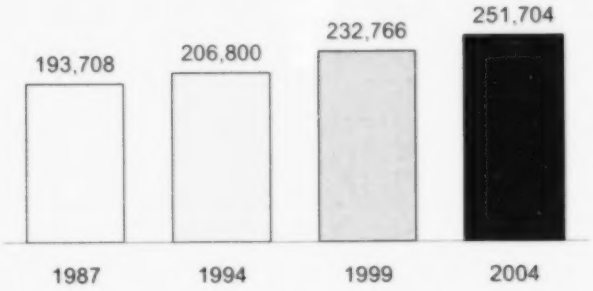
- After adjusting for inflation, total visitor spending increased by 12%, from $67,664,000 in 1999 to $75,854,000 in 2004.

- 83% of visitors came to the Yukon for pleasure.

- In 2004, the average length of stay in the Yukon by visitors from the United States was 3 nights, which was the same as in 1999. Canadian visitors spent an average of 8 nights, a decrease of 1 night from 1999. Visitors from other countries also spent an average of 8 nights in the Yukon, which is an increase of 1 night from 1999.

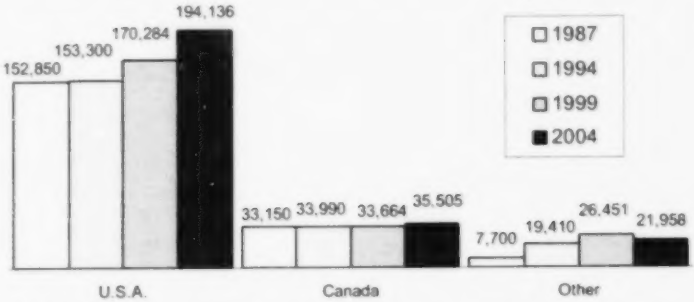
- 47% of visitors travelling within the Yukon used a car, truck or van for transportation; 29% travelled by motorcoach; 14% travelled by motorhome or recreational vehicle.

How many visitors came to the Yukon from June to September of 2004 ?



In 2004, 251,704 visitors came to the Yukon from June to September. This is an increase of 18,938, or 8% over the 1999 figure of 232,766. Comparing 1987, the number of visitors has increased by 30%, or 57,996 visitors.

Where did the visitors to the Yukon come from ?



In 2004, 77% of visitors to the Yukon came from the United States, 14% of visitors came from Canada and 9% of visitors came from other countries. Comparing 2004 with 1999, the number of visitors from the United States has increased 14%, the number of visitors from Canada has increased 5%, while the number of visitors from other countries has decreased 17%.

Note: *Figures may not sum to totals due to the exclusion of "not stated" responses.*

How much was spent by visitors to the Yukon in 2004?

Adjusting for inflation brings the 1987 total spending figure to $50,169,000, the 1994 figure to $54,202,000 and the 1999 figure to $67,664,000. Using these adjusted figures to compare expenditures in 1999 with those in 2004, visitor spending increased 12% or $8,190,000.

On average, each of the visitors to the Yukon in 2004 spent approximately $301 while in the Territory. This is an increase of $10, or 3%, over 1999 ($291) per visitor (adjusted for inflation).

Spending as a Percentage of All Visitor Spending

	1987	1994	1999	2004
USA	63%	49%	52%	51%
Canada	31%	33%	27%	29%
Other	6%	18%	21%	20%

Average Expenditure per Person per Day

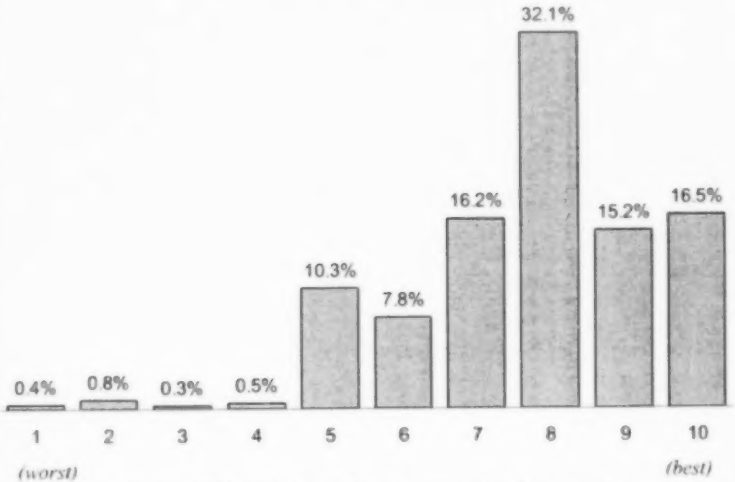
	1987	1994	1999	2004	Change '99-'04
USA	n/a	$79	$82	$76	-$6
Canada	n/a	$65	$79	$90	$11
Other	n/a	$70	$77	$59	-$18

These figures are 'trimmed' averages meaning that extremely high and extremely low spenders have been eliminated from the calculation to obtain a more meaningful average figure.

Visitors from the United States spent a total of $38,353,000 or 51% of all visitor spending. Canadian visitors spent a total of $22,135,000 or 29% of all visitor spending and visitors from other countries spent $15,327,000 or 20% of all visitor spending.

Note: *The survey asked visitors how much they spent in the Yukon whether by cash, travellers cheque or credit card. Spending outside the Yukon has not been included in this preliminary report. The number of dollars spent per person is a simple average. The wilderness adventure sector will be presented in the future in the sectoral report.*

How did visitors rate their Yukon visit as compared to visits to other destinations?



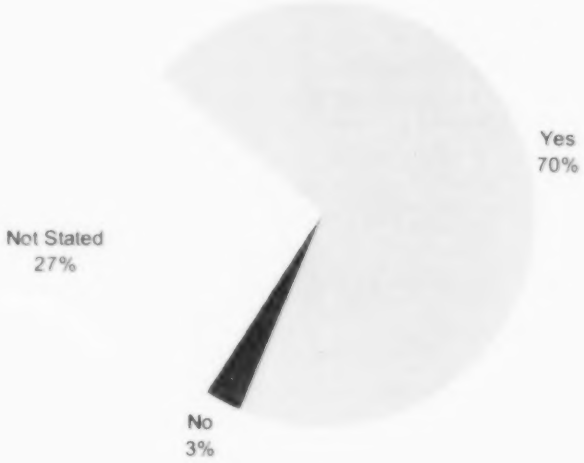
**Note: 29% of visitors did not respond to this question.*

In 2004, visitors were asked to **rate their visit to the Yukon on a scale of 1 to 10 compared to other destinations they had visited**. One is the worst trip they had taken and 10 is the best. Of those who responded to this question, more than 80% of visitors rated their visit to the Yukon as 7 or above. Fewer than 2% rated their visit a 4 or below.

In 1999, the survey asked visitors to **compare their Yukon trip with prior expectations of the trip**. Almost half of all visitors to the Yukon in 1999 reported that their visit was "better than expected". A further 43% rated their trip "as expected" while 3% of visitors rated their Yukon trip as "worse than expected".

In 1994, visitors were asked to **compare their Yukon trip with other trips they had taken**. Half of all visitors reported that their trip was "excellent" and 39% rated their trip as "good". Only 3% rated their Yukon trip as "fair" or "poor".

Did visitors feel they received value for their money during their visit to the Yukon ?

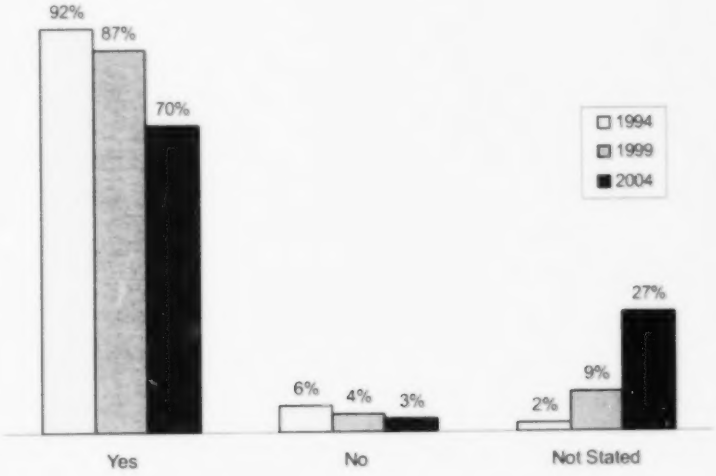


In 2004, the number of visitors who felt they did receive value for their money while in the Yukon, fell to 70% from 87% in 1999 and 92% in 1994. However, this decrease can be attributed to the large increase in the number of visitors who responded that they "did not know" or did "not state" whether they felt they received value.

In 2004, 27% of visitors answered that they "did not know" or they did "not state" whether they felt they received value for their money, compared to 9% in 1999 and 2% in 1994.

The number of visitors who have replied "no" to the question of whether they received value for their money has decreased slightly each year the survey was conducted. In 2004, 3% of visitors felt they did not receive value for their money, down from 4% in 1999 and 6% in 1994.

Did visitors feel they received value for their money during their visit to the Yukon (cont.) ?

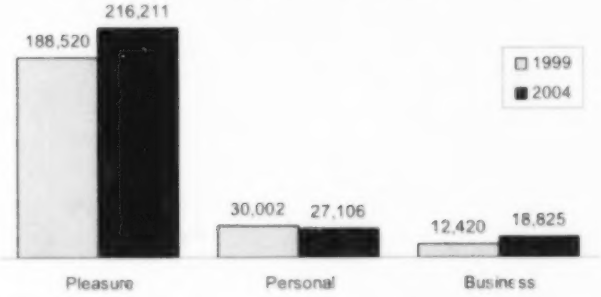


In 2004, the majority of visitors, 70%, felt they received value for their money during their visit to the Yukon. Only 3% felt they did not receive value for their money, while the remaining 27% of visitors either did not know or did not give a response to the question.

In 1999, 87% of visitors felt they received value for their money during their visit to the Yukon. Only 4% of visitors felt they did not receive value for their money and 9% of visitors did not know or did not state whether they received value for their money.

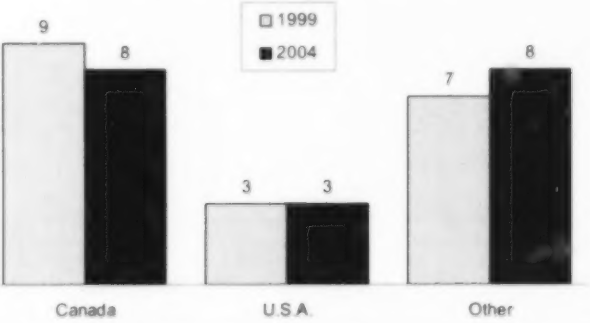
In 1994, 92% of visitors felt they received value for their money during their visit to the Yukon. 6% of visitors felt they did not receive value for their money and 2% of visitors did not know or did not state whether they received value for their money.

Why did visitors come to the Yukon?



In 2004, 83% of visitors came to the Yukon for pleasure, 10% of visitors came to the Yukon for personal* reasons and 7% of visitors came to the Yukon for business.

On average how many nights did visitors stay in the Yukon ?



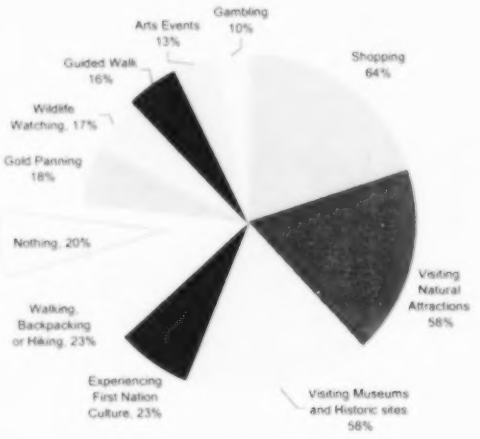
In 2004, the average length of stay by Canadian visitors to the Yukon was approximately 8 nights, a decrease of 1 night compared to 1999. Canadian visitors stayed approximately three times longer than visitors from the United States, who stayed approximately 3 nights in 2004, the same as in 1999. Visitors from other countries stayed approximately 8 nights in 2004, an increase of 1 night compared to 1999.

* *'Personal' includes work/job relocation, funeral, illness, etc.*

Note: *Figures may not sum to totals due to the exclusion of "not stated" responses.*

What were the most popular activities visitors participated in during their stay in the Yukon ?

When responses in "Nothing" category are broken down by visitors length of stay, the visitors who spent less than one night make up 4% of responses while visitors who stayed one night or more make up the remaining 16%.



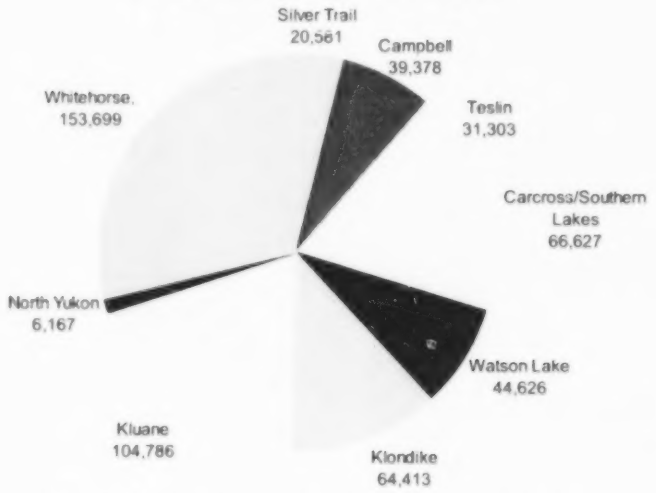
In 2004, the survey asked visitors which activities **did they or someone in their household** participate in while in the Yukon. The top three responses were shopping (64%), visiting natural attractions (58%) (includes unique natural features such as Kluane National Park, Miles Canyon, etc. (i.e. not 'man made'), and visiting historic sites (58%) (also includes museums and interpretive centres etc.).

Breakdown of Activities*

Activity	1999	2004	% change
Shopping	64%	64%	0%
Visiting Natural Attractions	70%	58%	-12%
Visiting Museums and Historic sites	61%	58%	-3%
Experiencing First Nation Culture	7%	23%	16%
Walking, Backpacking or Hiking	25%	23%	-2%
Nothing	16%	20%	4%
Gold Panning	12%	18%	6%
Wildlife Watching	39%	17%	-22%
Guided Walk	16%	16%	0%
Arts Events	8%	13%	5%
Gambling	14%	10%	-4%

** Ex: 64% of all visitors said they participated in shopping while visiting Yukon in 2004.*

What regions of the Yukon did visitors stop or stay in overnight in 2004?

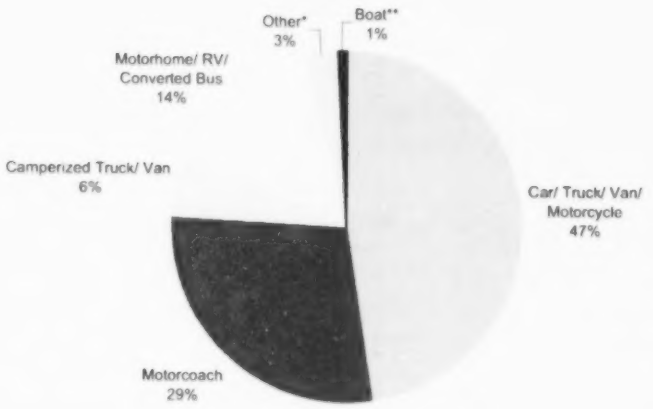


In 2004, as in 1994 and 1999, the Whitehorse region had the most stops or overnight stays by visitors. *Visitors were considered to have stopped in a region if they did more than briefly stop for gas or food.* Many visitors stopped in more than one region, therefore the total number of visitors stopping in the various regions is much higher than the overall total number of visitors to the Yukon.

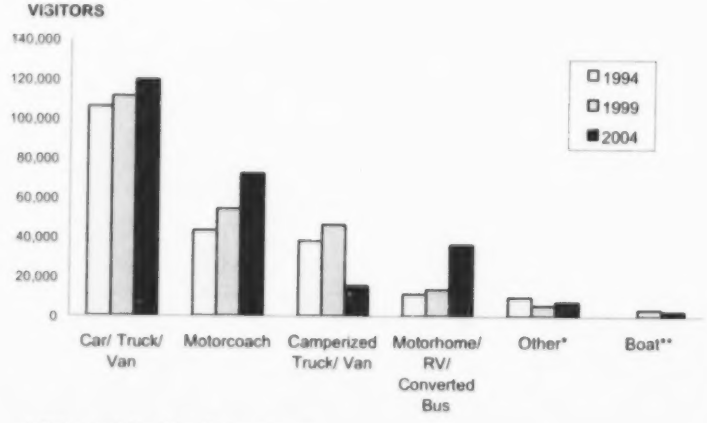
Visitors to Stop or Overnight by Region

	Number of Visitors		
Visitor Region	**1994**	**1999**	**2004**
Silver Trail	7,290	14,022	20,581
Campbell	13,821	30,835	39,738
Teslin	46,209	45,730	31,303
Carcross/Southern Lakes	44,061	52,533	66,627
Watson Lake	70,960	63,520	44,626
Klondike	58,020	78,280	64,413
Kluane	100,496	92,516	104,786
North Yukon	4,455	7,336	6,167
Whitehorse	131,273	144,575	153,699

What type of vehicle did visitors use for travel within the Yukon ?



In 2004, for 47% of visitors the main mode of transportation travelling within the Yukon was a car, truck, van or motorcycle; 29% travelled by motorcoach; 14% travelled by motorhome or recreational vehicle; 6% travelled by camperized truck or van; 1% travelled by boat and 3% travelled by other types of transportation.

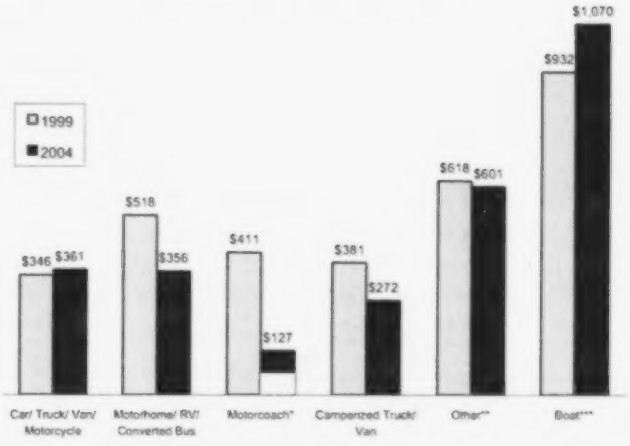


* *Other includes aircraft, van tour, etc.*

** *Boat includes canoe, kayak, raft, motorboat*

How much was spent by visitors by type of vehicle within the Yukon?

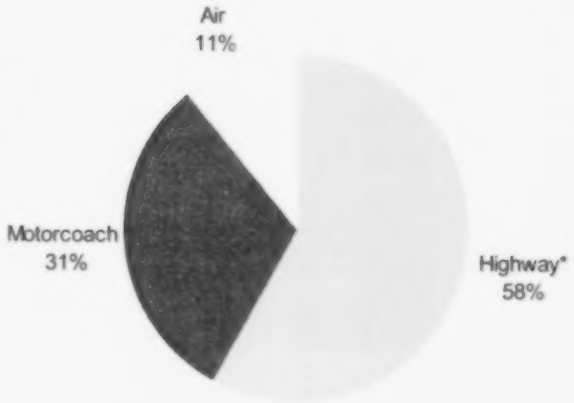
Expenditure per Visitor per trip



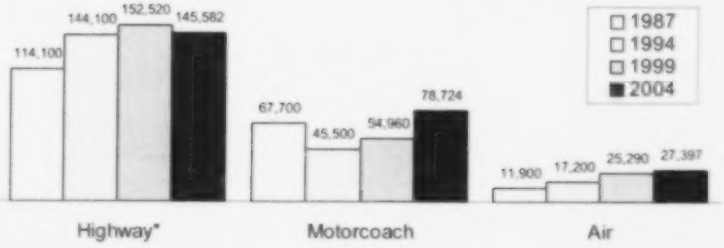
50% of visitors travelling by motorcoach spent less than one night and spent $23 per trip;
50% of visitors travelling by motorcoach spent one night or more and $231 per trip.

** The decrease in motorcoach per visitor spending reflects the large increase in the number of motorcoach day trip visitors (i.e. shore excursion trip to Carcross/Southern Lakes Region).*
*** Other includes aircraft, van tour, etc.*
**** Boat includes canoe, kayak, raft, motorboat.*

What mode of transportation did visitors use to exit the Yukon ?

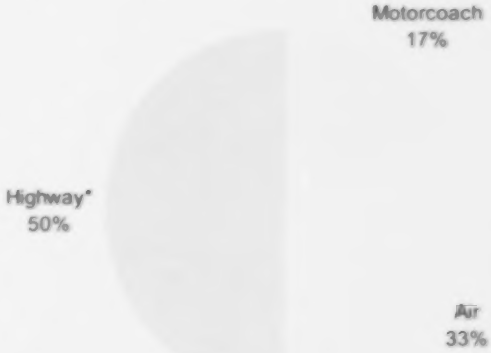


In 2004, 58% of visitors last exited the Yukon by highway*, 31% of visitors last exited by motorcoach and 11% of visitors to the Yukon last exited by air. Since 1999, the number of visitors exiting by highway* has decreased 5%, the number of visitors exiting by motorcoach has increased 43%, while visitors exiting the Yukon by air has increased by 8%.

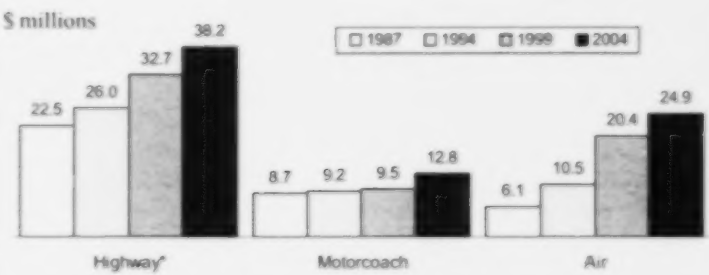


** Does not include motorcoach.*

How much was spent by visitors by mode of transportation used to exit the Yukon ?



Visitors who last exited the Yukon by highway spent a total of $38,153,000 or 50% of all visitor spending. Visitors who last exited the Yukon by air spent a total of $24,940,000 or 33% of all visitor spending and visitors who exited by motorcoach spent $12,761,000 or 17% of all visitor spending. On average, visitors exiting the Yukon by highway* spent $262 per person, visitors exiting by motorcoach spent $162 per person, and visitors exiting the Yukon by air spent $910 per person.



* *Does not include motorcoach.*

Note: *The number of dollars spent per person is a simple average, expressed in nominal dollars.*

2004 Visitor Exit Survey

The Yukon Visitor Exit Survey is a joint project of the Yukon Government's Department of Tourism and Culture and the Yukon Bureau of Statistics.

This report presents selected, preliminary figures from the 2004 Visitor Exit Survey (VES). Future publications will provide a detailed account of VES results.

For further information on the 2004 Visitor Exit Survey contact the Department of Tourism and Culture at:

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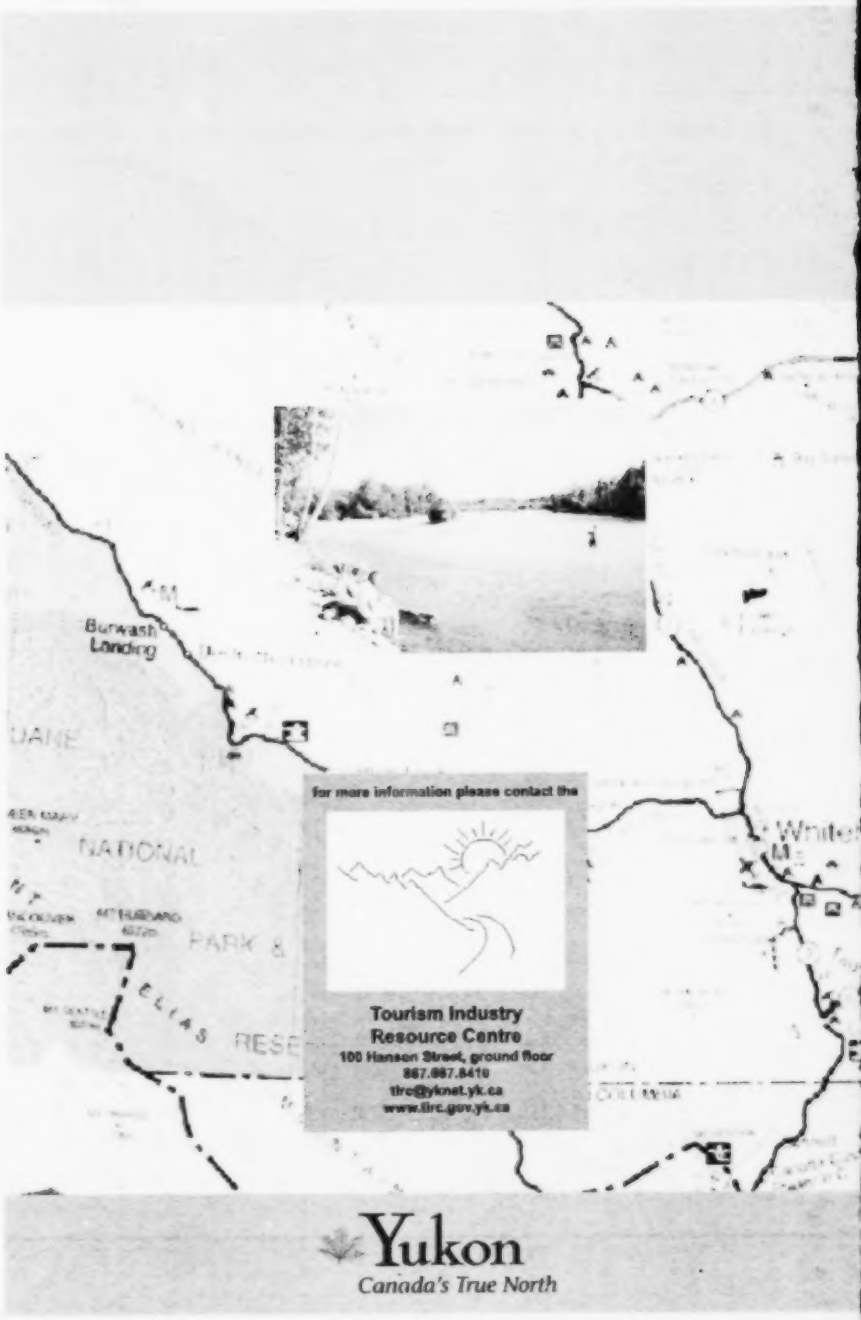
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